

DOWNTOWN CUDAHY UNDERGOING SUMMERTIME RENAISSANCE

Residents, Visitors Can See Renewal during a Day of Pro Bicycle Races on July 15th

CUDAHY – (June 17, 2010) – From the rehabilitation of historic buildings on Packard and Layton Avenues to the opening of new small businesses and an expanded Farmers Market, downtown Cudahy is alive with progress this summer. City officials are preparing to show off this revitalization during a day of International Cycling Classic (ICC) bicycle races on Thursday, July 15, 2010.

Elite cyclists from more than 40 states and 20 countries will gather for the South Shore Cyclery Classic, one of 17 consecutive days of 2010 SUPERWEEK bicycle racing in Wisconsin and Illinois. In 2009 approximately 300,000 spectators lined streets and country roads to cheer on more than 6,400 race entrants, all competing for their share of a \$120,000 prize purse.

Residents and visitors who gather for Cudahy's South Shore Cyclery Classic will see three new businesses as well as the completion and/or the continued progress of several façade improvement projects, designed to improve the quality and character of the downtown area.

"We are so proud of the developments happening in our historic downtown and can't wait for people to explore Cudahy during this full day of competitive racing," said Mayor Tony Day. "Our small business community is looking forward to this exciting opportunity as well."

Creative Incentive Programs Bring New Businesses, Reconstruction to Downtown Cudahy

Last month The Gift Shoppe (4805 S. Packard Ave.) was the first new business to open its doors with the help of the Big Incentives for Small Businesses program, which has attracted unique, small retailers to empty storefronts on Packard Avenue. The Gift Shoppe specializes in greeting cards, gifts, candles, stuffed animals and more. Hibachi Express (4666 S. Packard Ave.) began welcoming customers a short time later, offering Japanese hibachi cuisine and sushi. And Mirror Mirror Hair Salon is now open at 4749 S. Packard Ave. and features full-service, cutting-edge hair and skin care.

Exterior rehabilitation continues on the old Majestic Theater building (3620 E. Layton Ave.), the first property to get a facelift with design and construction grants awarded by the Façade Improvement Program last summer. Reconstruction is complete, underway or will soon begin at more than 20 addresses on Packard and Layton Avenues.

Façade improvement work should be completed this summer at the South Shore Cyclery bike shop and museum (4758 S. Packard Ave.), the named sponsor of the South Shore Cyclery Classic. Owner Scott Wilke says he is proud to be helping to bring this race to the city.

"As a bicycle shop and museum there was no question that we wanted to get involved with the International Cycling Classic, which is now celebrating its 42nd year," Wilke said. "We're so pleased that the City and other area businesses have been willing to jump on board as well."

Cudahy and Bicycling Go Hand-in-Hand

With Cudahy's beautiful bike trails and parkland along Lake Michigan as well as the South Shore's enthusiasm for recreational bicycling, the South Shore Cycling Classic is a natural fit for the community.

Cudahy has committed to hosting a SUPERWEEK race each year for a minimum of three years. In addition to the South Shore Cyclery bike shop, more than two dozen other sponsors have come forward to support the event.

Lara Fritts, Director of Economic Development for the City of Cudahy, says businesses recognize this is a great opportunity to get their name out in the community, but also appreciate the importance of providing family-friendly activities.

"We can't thank our sponsors enough for coming along with us on this ride," Fritts said. "We look forward to providing at least three years of thrilling international races for residents and cycling enthusiasts."

The professional men's race at 6:00 p.m. on July 15th will begin and end near the bicycle shop and follow a nearly one-mile course down Packard Avenue and residential side streets. The race will be the centerpiece of a full day of activities including other amateur and professional bike races, kids' races and bike safety checks, along with food and a vendor area focusing on health and wellness.

A Focus on Quality of Life and Community Involvement

The South Shore Cyclery Classic is just one of several events the City has been planning for the community to enjoy this summer:

- In May a bigger, better Farmers Market was relocated to the library municipal parking lot (Packard and Munkwitz Avenues). Every Friday from noon until 6:00 p.m. shoppers can find nearly two dozen vendors selling fresh-cut flowers and produce in addition to packaged foods, crafts, jewelry and other specialty gift items.
- Hundreds of residents have been turning out for family movie nights every Thursday evening in June at Cudahy Park, sponsored by Chase Bank.
- Cudahy's annual 4th of July celebration is promising to again be one of the largest in southeast Wisconsin, with a parade at noon featuring nearly 100 units, family entertainment at Sheridan Park throughout the afternoon and evening and a grand fireworks display at 9:20 p.m. This year's celebration is a tribute to Hometown Heroes.
- National Night out for the City of Cudahy is set for Thursday August 5th from 4:00 p.m. until 8:00 p.m. at the library municipal parking lot, featuring crime and drug prevention, games, safety displays and food.

"It is my hope that when residents gather to enjoy these events they also think about how they might be able to get involved in them," Mayor Day said. "I urge all of our citizens to find ways to help our community improve and grow. This is only the beginning."

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- Find a list of sponsors, bicycle race map and other details about the [South Shore Cyclery Classic](#)
- City of Cudahy website – www.cudahy-wi.gov
- Cudahy Department of Economic Development website – www.cudahy4busines.com
- Learn more about the [International Cycling Classic](#), now in its 42nd year

South Shore Cyclery Classic to Bring Hundreds of Cyclists to Cudahy

CUDAHY – (March 30, 2010) – Elite bicyclists from across the United States and the world will converge on Cudahy this July when the City plays host to a SUPERWEEK bike race sponsored by South Shore Cyclery.

The South Shore Cyclery Classic on July 15, 2010 will be one of 17 consecutive days of 2010 International Cycling Classic (ICC) bike races. Also known as "SUPERWEEK", the event series will feature races in 14 city centers in Wisconsin and Illinois.

"We are proud to be the named sponsor of the South Shore Cyclery Classic," said Scott Wilke, owner of South Shore Cyclery (4758 S. Packard Ave.). "With Cudahy's beautiful bike trails and parkland along Lake Michigan, as well as the South Shore's enthusiasm for recreational bicycling, this event is a natural fit for our community."

The professional bike race at 6:00 p.m. on July 15th will begin and end near Wilke's bike shop and museum, following a nearly one-mile course down Packard Avenue and residential side streets. The race, featuring hundreds of top professional and amateur cyclists, will be the centerpiece of a full day of activities that is expected to include bike safety checks, helmet-fittings for children and kids' bike races, along with food, music and other entertainment.

"This is a perfect summertime activity for Cudahy families and visitors," said Mayor Ryan McCue. "We encourage everyone to come downtown, eat in one of our great restaurants and enjoy as many of the racing activities as possible."

McCue also encourages people to check out all of the changes that are beginning to take shape downtown, including more than a dozen façade improvement projects and a new shop and restaurant getting ready to open for business.

The 2010 International Cycling Classic will celebrate its 42nd year with 17 consecutive days of racing from July 9th-July 25th. In 2009 approximately 300,000 spectators lined streets and country roads to cheer on more than 6,400 race entrants from 42 states and 20 countries, all competing for their share of a \$120,000 prize purse.

Cudahy has committed to hosting a SUPERWEEK bike race each year downtown for a minimum of three years. It costs \$15,000 each year to bring in the event. The City hopes to cover all expenses through donations from businesses and residents.

To learn more about making a donation or becoming a sponsor, visit the City's website, www.cudahy-wi.gov. Just go to the "City Celebrations" page under "About Cudahy." Donations can be made online through PayPal.

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